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Customer Executive Program

San Jose
Poughkeepsie
Endicott

March 2 to August 31, 1969

Data Processing Division

IBM

1.

Who:
IBM Customer Executives who desire a basic knowledge of Financial Control Applications of Data Processing Systems to the manufacturing organization

What:
Data Processing Principles and Fundamentals
Application of Punched Card and Stored Programmed Data Processing Systems to:
Order Writing
Invoicing
Manufacturing Planning
Labor Accounting
Material Accounting
Cost Accounting
Budgets
Planning and Operating a Profitable Installation

EX-71 Production Management—Manufacturing Organizations — One Week

Who:
IBM Customer Executives who desire a basic knowledge of Production Control Applications of Data Processing Systems to the manufacturing organization

What:
Data Processing Principles and Fundamentals
Application of Punched Card and Stored Programmed Data Processing Systems to:
Production Scheduling
Requirements Planning
Inventory Control
Shop Scheduling
Machine Loading

EX-01 Series "50" — One Week

Who:
Series "50" IBM Customer Executives who desire a basic knowledge of Punched Card Data Processing

What:
Punched Card Principles and Fundamentals
Planning and Developing Procedures
Application of Punched Cards to Business Functions
Operating a Profitable Installation

EX-02 Punched Card — One Week

Who:
IBM Customer Executives who desire a basic knowledge of Punched Card Data Processing

What:
Punched Card Principles and Fundamentals
Application of Punched Cards to Business Functions
Data Recording and Transmission
Brief Discussion of Electronics in Data Processing
Planning and Operating a Profitable Installation

EX-60 650, 700, 7000 Series — One Week

Who:
IBM Customer Executives who desire a basic knowledge of 650, 700, and 7000 Series Data Processing Systems

What:
Review of Punched Card Principles
Stored Program Concepts
Application of Stored Program Systems to Business Functions
Data Recording and Transmission
Installation Planning, Manpower and Organization
Audit and Control Techniques

Endicott, New York
Mr. J. P. Gaughan, Manager

Poughkeepsie, New York
Mr. E. E. Conran, Manager

San Jose, California
Mr. J. M. Ashley, Manager

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Note: Forward applications to the Customer Executive Program, Endicott, Poughkeepsie, or San Jose —whenever enrollment is being requested. No commitment should be made with customer on enrollment until confirmation is received in branch office. Please use new course numbers on applications.

Form 320-7780 is used for Endicott and Poughkeepsie classes.

Applications for San Jose Program, Form 320-0015, should be obtained directly from the Customer Executive Program, San Jose.

Course Identification

Executive Courses — One Week

EX-01 Series "50"
EX-02 Punched Card
EX-60 650, 700, 7000 Series
EX-61 General Data Processing
EX-62 Data Processing—Public Accounting Organizations
EX-70 Financial Control—Manufacturing Organizations
EX-71 Production Control—Manufacturing Organizations
EX-80 Computing—Engineering and Research

Executive Seminars — Two and One-Half Days

ES-10 305 Executive Seminar
ES-20 650 Systems Executive Seminar
ES-30 700 Series Executive Seminar
ES-40 7070 Systems Executive Seminar

Methods and Management Courses — One Week

ME-01 Punched Card Methods
ME-10 305 Methods
ME-20 650 Methods
ME-30 705 Methods
ME-40 7070 Methods
IM-01 IBM Installation Management

EX-61 General Data Processing — One Week

Who:
IBM Customer Executives who desire a basic knowledge of all new Data Processing Systems

What:
Punched Card Principles and Fundamentals
Stored Program Concepts—305, 650, 705, 7070 Series Systems
Principles and Applications of Sequential Processing
Principles and Applications of Random Processing
Planning and Operating a Profitable Installation

EX-62 Data Processing—Public Accounting Organizations — One Week

Who:
Managers and Senior Members of Public Accounting firms

What:
Punched Card Principles and Fundamentals
Developing Punched Card Procedures
Application of Punched Cards to Business Functions
Brief Discussion of Electronics in Data Processing
Audit and Control of Data Processing Systems

Prerequisite:
Active participation with an IBM customer

Note: Senior consultants of management consulting firms and public accountants may be enrolled in any of the Executive or Methods classes provided their applications are approved by the branch office. This will permit enrollment of the management consultant or public accountant in the class best suited to his requirements as related to the needs of the IBM customers he is serving. The branch manager must indicate that the consultant or public accountant is actively engaged with one or more customers.

EX-80 Computing—Engineering and Research — One Week

Who:
IBM Customer Executives who desire a basic knowledge of Engineering, Scientific, and Research Computing Applications of Data Processing Systems

What:
Principles and Fundamentals of IBM Computers
How to Solve a Problem on a Computer
Typical Computer Applications
Simulation on Computers
Organization of Computing Center
Computer Programming Library

Executive Seminars

ES-10 305 Executive Seminar — Two and One-Half Days

Who:
Officers and comparable IBM Customer Executives who desire a broad understanding of results obtainable from 305 Systems

What:
Introduction to 305 System
Areas of Application
New Management Techniques through Modern Data Processing
Major Requirements for Profitable Installation

ES-20 650 Systems Executive Seminar — Two and One-Half Days

Who:
Officers and comparable IBM Customer Executives who desire a broad understanding of results obtainable from 650 Systems

What:
Introduction to 650 System
Areas of Application
New Management Techniques through Modern Data Processing
Major Requirements for Profitable Installation

ES-30 700 Series Executive Seminar — Two and One-Half Days

Who:
Officers and comparable IBM Customer Executives who desire a broad understanding of results obtainable from 705 Systems

What:
Introduction to 705 System
Areas of Application
New Management Techniques through Modern Data Processing
Major Requirements for Profitable Installation

ES-40 7070 Systems Executive Seminar — Two and One-Half Days

Who:
Officers and comparable IBM Customer Executives who desire a broad understanding of results obtainable from 7070 Systems

What:
Introduction to 7070 System
Areas of Application
New Management Techniques through Modern Data Processing
Major Requirements for Profitable Installation

Methods and Management Courses

ME-01 Punched Card Methods — One Week

Who:
IBM Customer Executives or Systems Specialists responsible for development of Punched Card Systems and Procedures

What:
Punched Card Principles and Fundamentals
Fundamentals of Procedure Development
Work Loads and Scheduling
Audit and Control
Typical Applications—Case Study
Pre-installation Planning
Data Recording and Transmission

ME-10 305 Methods — One Week

Who:
IBM Customer Executives or Systems Specialists responsible for development of 305 Systems and Procedures

What:
Principles of 305 Operation
Problem Definition
Fundamentals of Procedure Development
Audit and Control
Typical Applications—Case Study
Pre-installation Planning

ME-20 650 Methods — One Week

Who:
IBM Customer Executives or Systems Specialists responsible for development of 650 Systems and Procedures

What:
Principles of 650 Operation
Problem Definition
Fundamentals of Procedure Development
Audit and Control
Typical Applications—Case Study
Pre-installation Planning

ME-30 705 Methods — One Week

Who:
IBM Customer Executives or Systems Specialists responsible for development of 705 Systems and Procedures

What:
Principles of 705 Operation
Problem Definition
Fundamentals of Procedure Development
Audit and Control
Typical Applications—Case Study
Pre-installation Planning

ME-40 7070 Methods — One Week

Who:
IBM Customer Executives or Systems Specialists responsible for development of 7070 Systems and Procedures

What:
Principles of 7070 Operation
Problem Definition
Fundamentals of Procedure Development
Audit and Control
Typical Applications—Case Study
Pre-installation Planning

IM-01 IBM Installation Management — One Week

Who:
IBM Customer Executives or Department Managers with a thorough knowledge of IBM Punched Card Systems and minimum experience managing an IBM Installation

What:
Managers' Responsibilities
Department Organization
Work Measurement
Work Loads and Scheduling
Evaluation and Improvement
Personnel Administration

EX-71 Production Management—Manufacturing Organizations

5/30- 6/ 5 Endicott
6/20- 6/24 Endicott
6/23- 6/ 1 San Jose
8/18- 8/22 Endicott
8/25- 8/29 Endicott
7/15- 7/17 San Jose
7/21- 7/31 Endicott
8/11- 8/ 4 Endicott

EX-80 Computing—Engineering and Research

6/ 2- 6/13 San Jose
7/21- 7/31 Poughkeepsie
8/11- 8/21 San Jose

Executive Seminars

ES-10 305 Executive Seminar

4/ 2- 4/ 8 Endicott
5/25- 5/27 San Jose

ES-20 650 Systems Executive Seminar

4/15- 4/18 San Jose
8/10- 8/12 San Jose
8/20- 8/22 Endicott

ES-30 700 Series Executive Seminar

5/ 1- 5/ 6 705 Executive Seminar—Poughkeepsie

ES-40 7070 Systems Executive Seminar

3/ 4- 3/ 6 Poughkeepsie
3/25- 3/27 San Jose
5/11- 5/13 Poughkeepsie
5/25- 5/27 Poughkeepsie
7/ 6- 7/ 8 San Jose

For explanation of symbols see page 14

Special Industry, Government, and Institutional Classes

Banks and Brokerage

BB-12 Commercial Banks—Data Processing
3/25- 3/27 Endicott
4/ 8- 4/10 San Jose
6/15- 6/19 Endicott
8/20- 8/22 San Jose

BB-15 Commercial Banks—Large Systems
4/20- 4/24 Endicott

BB-24 Federal Reserve Banks
5/ 4- 5/ 8 Endicott

BB-74 Savings and Loan Banks
5/16- 5/18 San Jose

Communications

CM-56 Independent Telephone Companies
6/23- 6/26 Endicott

Educational and Institutional

ED-01 Data Processing for University Administrative Executives
8/18- 8/14 Endicott

ED-04 Introduction to Data Processing for Business Administration Professors
**6/15- 6/20 Endicott

ED-64 Seminar for Professors of Business Administration
** 6/23- 7/ 3 San Jose

EN-12 Seminar for Directors of University Computing Centers
6/23- 6/25 Poughkeepsie

GT-64 Public School Administrators
7/21- 7/31 Endicott

Engineering and Sciences

EN-12 Seminar for Directors of University Computing Centers
6/25- 6/27 Poughkeepsie

EN-70 Seminar for Research Institutes
** 5/ 4- 5/ 8 Poughkeepsie

GV-20 Federal Engineering
† 6/30- 6/25 Poughkeepsie
† 7/ 6- 7/18 Poughkeepsie

PS-20 Public Utility Engineering Executives
4/15- 4/17 Poughkeepsie

EN-80 Computing-Engineering and Research
6/ 2- 6/12 San Jose
7/21- 7/31 Poughkeepsie
8/11- 8/21 San Jose

For explanation of symbols see page 14

Methods Classes

ME-01 Punched Card Methods

3/ 2- 3/ 6 Endicott
3/25- 3/27 Endicott
4/21- 5/ 1 Endicott
5/11- 5/13 San Jose
6/ 1- 6/ 3 Endicott
8/ 5- 8/ 7 Endicott
8/11- 8/21 Endicott

ME-10 305 Methods

3/10- 3/ 2 Endicott
7/13- 7/17 Endicott

ME-20 650 Methods

7/ 6- 7/10 Endicott

ME-30 705 Methods

4/21- 5/ 1 Poughkeepsie

ME-40 7070 Methods

3/31- 4/ 3 Poughkeepsie
6/ 2- 6/ 6 San Jose
8/25- 8/29 Poughkeepsie
6/24- 6/28 San Jose

Installation Management Classes

IM-01 IBM Installation Management

5/ 5- 5/ 9 Endicott
5/25- 5/27 Endicott
6/13- 6/17 Endicott
8/25- 8/29 Endicott
7/28- 7/31 Endicott

For explanation of symbols see page 14

Federal Government

GV-02 †Air Force Base Mechanization
8/ 5- 8/13 Endicott
6/13- 6/17 San Jose
6/ 1- 6/ 5 San Jose
8/17- 8/21 Poughkeepsie

GV-05 †Army Post Camp and Station
5/26- 5/30 Endicott
6/23- 6/24 San Jose
8/18- 8/22 Endicott
8/17- 8/21 Endicott

GV-06 †Army Transportation
5/13- 5/15 Endicott

GV-20 †Federal Engineering
4/20- 4/24 Poughkeepsie
7/ 6- 7/10 Poughkeepsie

GV-66 †Executive Dependencies and Independent Agencies
7/20- 7/24 Endicott

GV-82 †National Revenue
5/19- 5/14 Endicott

GV-92 †Military Data Processing
3/ 2- 3/ 6 San Jose
3/25- 3/27 Poughkeepsie
4/ 6- 4/10 Endicott
5/ 4- 5/ 8 San Jose
5/26- 5/28 Poughkeepsie
6/15- 6/19 Endicott
7/13- 7/17 Endicott
7/20- 7/24 Poughkeepsie
7/27- 7/31 San Jose

GV-94 †Post Office
5/11- 5/15 Endicott

Insurance

IN-01 Blue Cross—Blue Shield
6/ 2- 6/12 Endicott

IN-56 Fire and Casualty—Indirect Writers
6/20- 6/26 Endicott

IN-68 Life Insurance—Executive Seminar Large Companies
6/25- 7/ 1 Endicott

IN-69 Life Insurance—370
6/ 6- 6/13 Endicott

For explanation of symbols see page 14

General Manufacturing

MF-04 Air Frame and Missile
7/15- 7/17 Poughkeepsie

MF-05 Appliance Assembly Manufacturing Industries
6/13- 6/17 Endicott

MF-12 Chemical Drugs and Cosmetics Manufacturing
8/18- 8/14 Poughkeepsie

MF-06 Primary Metals
6/ 2- 6/ 5 Endicott

MF-78 Textile Yarn and Fabric Manufacturing
6/ 1- 6/ 2 Endicott

EX-70 Financial Management—Manufacturing Organizations
5/ 5- 5/15 Endicott
5/15- 5/16 Endicott
6/ 3- 6/ 7 Endicott
6/23- 6/ 4 San Jose

EX-71 Production Management—Manufacturing Organizations
5/30- 4/ 5 Endicott
6/20- 6/24 Endicott
4/21- 5/ 1 San Jose
5/18- 5/22 Endicott
6/23- 6/26 Endicott
7/15- 7/17 San Jose
7/27- 7/31 Endicott
8/11- 8/ 4 Endicott

Public Utilities

PS-20 Public Utility Engineering Executives
6/13- 6/17 Poughkeepsie

State and Local Government

GT-64 Public School Administrators
7/27- 7/31 Endicott

GT-84 Public Assistance and Welfare
** 8/ 4- 8/ 8 Endicott

For explanation of symbols see page 14

Transportation

TR-05 Airline Machine Accounting Executives
5/ 4- 5/ 8 Endicott

TR-70 Railroad Executives
8/ 5- 8/ 7 Endicott

TR-71 Railroad Methods
5/15- 5/22 Endicott

Wholesale and Retail

WR-28 Wholesale Grocers
6/ 8- 6/12 Endicott

WR-70 Retail
5/18- 5/22 San Jose
6/23- 6/30 Endicott

** Invitation handled by Special Industry Department
† Forward application directly to Washington
‡ Two-week class
* Two-and-one-half-day class

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